I Claim:

1. A data file suitable for transmission over a computer network that comprises a first segment having data which results in the delivery of a commercial advertising message when the data file is processed and a second segment comprising data which results in the performance of a musical composition when the data file is executed.

2. A data file according to claim 1 in a wav file format.

3. A data file according to claim 1 in a compressed file format.

4. A data file according to claim 3 in an MP3 format.

5. A method for distribution of advertising that comprises combining a data file that produces an advertising message when processed with a data file that produces a performance of a musical composition when processed.

6. A method according to claim 5 wherein the files are combined by use of a sound editor

7. A method according to claim 5 wherein the files are combined by use of a hexadecimal editor.

8. A method for distribution of music which comprises providing a server connected to a computer network, permitting message data files to be provided for a fee paid by the party providing the message, purchasing rights to multimedia data files from owners of such rights thereby obtaining licensed data files; combining the licensed data files with message data files to provide combined files and making combined message and licensed data files available to endusers by connection to the network server.

9. A method according to claim 8 wherein the multimedia file comprises a musical composition.

10. A method according to claim 8 wherein the multimedia data file is an MP3 file comprising a musical composition.